

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Mundy Katowitz Media
1322 G Street SE
Washington, DC 20003

Contract / Revision	Alt Order #
808987 /	06278554
Product	
PRIORITIES US ACTION	
Contract Dates	Estimate #
10/30/12 - 11/06/12	1567
Advertiser	Original Date / Revision
Priorities USA Action	09/13/12 / 09/13/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
WOIO	Teresa Difuria
Sales Office	
Telerep-Philade	
Special Handling	
Cash In Advance	
Demographic	
Adults 35+	
IDB#	Advertiser Code
	321
Product Code	
	340
Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
1	WOIO	11/02/12	11/02/12	David Letterman	1135p-1238a		:30			NM	1	\$750.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		-----1--				1	\$750.00			
2	WOIO	11/02/12	11/02/12	Price is Right	11a-12p		:30			NM	1	\$1,250.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		-----1--				1	\$1,250.00			
3	WOIO	11/02/12	11/02/12	CBS Soaps	1230-2p		:30			NM	3	\$3,000.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		-----1--				1	\$1,000.00			
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WOIO	10/29/12-11/04/12	CBS Soaps		1230-2p	-----F-----	:30		\$1,000.00	NM		
				See MG 3.2,3.3,3.4								
2	WOIO	10/30/12-11/02/12	The Talk		2-3p	-TuWThF----	:30		\$1,000.00	NM		
(M)	MG for 35.1,49.1,3.1											
3	WOIO	10/30/12-11/02/12	The Talk		2-3p	-TuWThF----	:30		\$1,000.00	NM		
(M)	MG for 35.1,49.1,3.1											
4	WOIO	10/30/12-11/02/12	The Talk		2-3p	-TuWThF----	:30		\$1,000.00	NM		
(M)	MG for 35.1,49.1,3.1											
4	WOIO	11/02/12	11/02/12	Craig Ferguson	1235a-138a		:30			NM	1	\$350.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		-----1--				1	\$350.00			
5	WOIO	11/02/12	11/02/12	Action News at Noon	12-1230p		:30			NM	1	\$800.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		-----1--				1	\$800.00			
6	WOIO	11/01/12	11/01/12	Action News at 430a	430-5a		:30			NM	1	\$90.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		----1---				1	\$90.00			
7	WOIO	11/02/12	11/02/12	Action News at 5a	5-6a		:30			NM	1	\$225.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		-----1--				1	\$225.00			
8	WOIO	11/02/12	11/02/12	Action News at 5p	5-6p		:30			NM	1	\$775.00
		Start Date	End Date	Weekdays					Rate			
Week:	10/29/12	11/04/12		-----1--				1	\$775.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision	Alt Order #	
808987 /	06278554	
Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	PRIORITIES US ACTION	1567
Advertiser		
Priorities USA Action		
Original Date / Revision		
09/13/12 / 09/13/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
9	WOIO	11/02/12	11/02/12	Action News at 6a	6-7a		:30			NM	1 \$300.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-----1--				1	\$300.00		
10	WOIO	11/02/12	11/02/12	The Early Show	7-9a		:30			NM	1 \$250.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-----1--				1	\$250.00		
11	WOIO	11/02/12	11/02/12	M-F 730-8p	730-8p		:30			NM	1 \$3,500.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-----1--				1	\$3,500.00		
12	WOIO	11/05/12	11/05/12	Let's Make A Deal	10-11a		:30			NM	1 \$750.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$750.00		
13	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1 \$2,400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$2,400.00		
14	WOIO	11/05/12	11/05/12	David Letterman	1135p-1238a		:30			NM	1 \$750.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$750.00		
15	WOIO	11/05/12	11/05/12	Price is Right	11a-12p		:30			NM	1 \$1,250.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$1,250.00		
16	WOIO	11/05/12	11/05/12	Action News at Noon	12-1230p		:30			NM	1 \$800.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$800.00		
17	WOIO	11/05/12	11/05/12	The Talk	2-3p		:30			NM	1 \$1,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$1,000.00		
18	WOIO	11/05/12	11/05/12	Anderson	3-4p		:30			NM	1 \$800.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$800.00		
19	WOIO	11/05/12	11/05/12	Action News at 5a	5-6a		:30			NM	1 \$225.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$225.00		
20	WOIO	11/05/12	11/05/12	Action News at 5p	5-6p		:30			NM	1 \$775.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$775.00		
21	WOIO	11/05/12	11/05/12	Action News at 6p	6-630p		:30			NM	1 \$900.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$900.00		
22	WOIO	11/05/12	11/05/12	Action News at 6a	6-7a		:30			NM	1 \$300.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$300.00		
23	WOIO	11/05/12	11/05/12	The Early Show	7-9a		:30			NM	1 \$250.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		11/05/12	11/11/12	1-----				1	\$250.00		
24	WOIO	11/03/12	11/03/12	SA Action News at 11p	11p-1205a		:30			NM	1 \$1,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-----1-				1	\$1,000.00		
25	WOIO	11/03/12	11/03/12	1235a-135a	1235a-135a					NM	1 \$225.00

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Contract Dates	Product
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Advertiser	Estimate #
Priorities USA Action	1567
Original Date / Revision	
09/13/12 / 09/13/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 10/29/12		11/04/12		-----1-				1	\$225.00		
26	WOIO	11/03/12	11/03/12	SA Action News at 7p	7-8p		:30			NM	1 \$750.00
Week: 10/29/12		11/04/12		-----1-				1	\$750.00		
27	WOIO	11/03/12	11/03/12	Sat Early Show	9-11a		:30			NM	1 \$300.00
Week: 10/29/12		11/04/12		-----1-				1	\$300.00		
E 28	WOIO	11/04/12	11/04/12	11p-1205a	11p-1205a		:30			NM	0 \$0.00
Week: 10/29/12		11/04/12		-----1				1	\$1,200.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
1	WOIO	10/29/12-11/04/12		11p-1205a	11p-1205a		:30		\$1,200.00	NM	
E 29	WOIO	11/04/12	11/04/12	1205a-105a	1205a-105a		:30			NM	0 \$0.00
Week: 10/29/12		11/04/12		-----1				1	\$50.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
1	WOIO	10/29/12-11/04/12		1205a-105a	1205a-105a		:30		\$50.00	NM	
30	WOIO	11/04/12	11/04/12	SU Action News at 630p	630-7p		:30			NM	0 \$0.00
Week: 10/29/12		11/04/12		-----1				1	\$850.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
1	WOIO	10/29/12-11/04/12		SU Action News at 630p	630-7p		:30		\$850.00	NM	
31	WOIO	11/04/12	11/04/12	CBS Sunday Morning	9-1030a		:30			NM	1 \$1,250.00
Week: 10/29/12		11/04/12		-----1				1	\$1,250.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>						
32	WOIO	11/01/12	11/01/12	Let's Make A Deal	10-11a		:30			NM	1 \$750.00
Week: 10/29/12		11/04/12		---1---				1	\$750.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>						
33	WOIO	11/01/12	11/01/12	Action News at 11p	11-1135p		:30			NM	1 \$2,400.00
Week: 10/29/12		11/04/12		---1---				1	\$2,400.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>						
34	WOIO	11/01/12	11/01/12	Price is Right	11a-12p		:30			NM	1 \$1,250.00
Week: 10/29/12		11/04/12		---1---				1	\$1,250.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>						
35	WOIO	11/01/12	11/01/12	CBS Soaps	1230-2p		:30			NM	0 \$0.00
Week: 10/29/12		11/04/12		---1---				1	\$1,000.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
1	WOIO	10/29/12-11/04/12		CBS Soaps	1230-2p		:30		\$1,000.00	NM	
36	WOIO	11/01/12	11/01/12	Craig Ferguson	1235a-138a		:30			NM	1 \$350.00
Week: 10/29/12		11/04/12		---1---				1	\$350.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>						
37	WOIO	11/01/12	11/01/12	Anderson	3-4p		:30			NM	1 \$800.00
Week: 10/29/12		11/04/12		---1---				1	\$800.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>						

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09/13/12 / 09/13/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
38	WOIO	11/01/12	11/01/12	Action News at 4p	4-5p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	---1---					\$750.00		
39	WOIO	11/01/12	11/01/12	Action News at 5a	5-6a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	---1---					\$225.00		
40	WOIO	11/01/12	11/01/12	Action News at 5p	5-6p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	---1---					\$775.00		
41	WOIO	11/01/12	11/01/12	Action News at 6p	6-630p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	---1---					\$900.00		
42	WOIO	11/01/12	11/01/12	Action News at 6a	6-7a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	---1---					\$300.00		
43	WOIO	11/01/12	11/01/12	M-F 7-730p	7-730p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	---1---					\$3,000.00		
44	WOIO	11/01/12	11/01/12	The Early Show	7-9a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	---1---					\$250.00		
45	WOIO	10/30/12	10/30/12	Let's Make A Deal	10-11a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$750.00		
46	WOIO	10/30/12	10/30/12	Action News at 11p	11-1135p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$2,400.00		
47	WOIO	10/30/12	10/30/12	David Letterman	1135p-1238a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$750.00		
48	WOIO	10/30/12	10/30/12	Price is Right	11a-12p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$1,250.00		
49	WOIO	10/30/12	10/30/12	CBS Soaps	1230-2p		:30			NM	0
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$1,000.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
1	WOIO	10/29/12-11/04/12		CBS Soaps	1230-2p	-Tu-----	:30		\$1,000.00	NM	
				See MG 3.2,3.3,3.4							
50	WOIO	10/30/12	10/30/12	Craig Ferguson	1235a-138a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$350.00		
51	WOIO	10/30/12	10/30/12	Action News at Noon	12-1230p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$800.00		
52	WOIO	10/30/12	10/30/12	Action News at 4p	4-5p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		
Week:		10/29/12	11/04/12	-1-----					\$750.00		
53	WOIO	10/30/12	11/06/12	Action News at 5a	5-6a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>		

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10/30/12 - 11/06/12	PRIORITIES US ACTION	1567
Advertiser		
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Original Date / Revision		
09/13/12 / 09/13/12		

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										Type	Spots
		Start Date	End Date	Weekdays							Amount
Week: 10/29/12		10/29/12	11/04/12	- 1-----				1	\$225.00		
Week: 11/05/12		11/05/12	11/11/12	- 1-----				1	\$225.00		
54	WOIO	10/30/12	10/30/12	Action News at 6p	6-630p		:30			NM	1 \$900.00
Week: 10/29/12		10/29/12	11/04/12	- 1-----				1	\$900.00		
55	WOIO	10/30/12	11/06/12	Action News at 6a	6-7a		:30			NM	2 \$600.00
Week: 10/29/12		10/29/12	11/04/12	- 1-----				1	\$300.00		
Week: 11/05/12		11/05/12	11/11/12	- 1-----				1	\$300.00		
56	WOIO	10/30/12	10/30/12	M-F 7-730p	7-730p		:30			NM	1 \$3,000.00
Week: 10/29/12		10/29/12	11/04/12	- 1-----				1	\$3,000.00		
57	WOIO	10/30/12	11/06/12	The Early Show	7-9a		:30			NM	2 \$500.00
Week: 10/29/12		10/29/12	11/04/12	- 1-----				1	\$250.00		
Week: 11/05/12		11/05/12	11/11/12	- 1-----				1	\$250.00		
58	WOIO	10/31/12	10/31/12	Let's Make A Deal	10-11a		:30			NM	1 \$750.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$750.00		
59	WOIO	10/31/12	10/31/12	David Letterman	1135p-1238a		:30			NM	1 \$750.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$750.00		
60	WOIO	10/31/12	10/31/12	Action News at Noon	12-1230p		:30			NM	1 \$800.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$800.00		
61	WOIO	10/31/12	10/31/12	The Talk	2-3p		:30			NM	1 \$1,000.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$1,000.00		
62	WOIO	10/31/12	10/31/12	Action News at 4p	4-5p		:30			NM	1 \$750.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$750.00		
63	WOIO	10/31/12	10/31/12	Action News at 430a	430-5a		:30			NM	1 \$90.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$90.00		
64	WOIO	10/31/12	10/31/12	Action News at 5a	5-6a		:30			NM	1 \$225.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$225.00		
65	WOIO	10/31/12	10/31/12	Action News at 5p	5-6p		:30			NM	1 \$775.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$775.00		
66	WOIO	10/31/12	10/31/12	Action News at 6p	6-630p		:30			NM	1 \$900.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$900.00		
67	WOIO	10/31/12	10/31/12	Action News at 6a	6-7a		:30			NM	1 \$300.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$300.00		
68	WOIO	10/31/12	10/31/12	The Early Show	7-9a		:30			NM	1 \$250.00
Week: 10/29/12		10/29/12	11/04/12	-- 1----				1	\$250.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision 808987 /	Alt Order # 06278554	
Contract Dates 10/30/12 - 11/06/12	Product PRIORITIES US ACTION	Estimate # 1567
Advertiser Priorities USA Action	Original Date / Revision 09/13/12 / 09/13/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		
69	WOIO	10/31/12	10/31/12	M-F 730-8p						NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-- 1 ----				1	\$3,500.00		
70	WOIO	11/03/12	11/03/12	NCAA Football				3p-7p		NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-----S-				1	\$850.00		
N 71	WOIO	11/04/12	11/04/12	1130p-1230a				1130p-1230a		NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-----1				1	\$1,200.00		
N 72	WOIO	10/30/12	11/02/12	Action News at 430a				430-5a		NM	
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	-TWT---				1	\$50.00		
										Totals	72
											\$61,455.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	72	\$61,455.00	\$52,236.75
Totals	72	\$61,455.00	\$52,236.75

Signature: _____ Date: _____

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